

# brown.

MARKETING

THE BROWN MARKETING  
RECOVERY TOOLKIT

## DON'T JUST REOPEN— RELAUNCH.

The world has shifted. Our industry will, too. Those who adapt will be rewarded. When we emerge from this unprecedented global shutdown, so many things will be different—including the mindset, priorities, and expectations of travelers.

01

They will spend more time exploring closer to home.

02

They will want purpose-driven experiences even more than before.

03

They will seek true escapes—not only from everyday life, but from crowds.

All of this means your approach must be different as well. And now is the time to prepare for what's ahead. The Brown Marketing recovery toolkit offers everything you need to go beyond simply opening your doors again—it's designed to help you truly relaunch your property and your brand.



### BRAND ASSESSMENT

Is your story still relevant? Can you market the same way? We'll audit your messaging and refine it as needed to resonate in this new environment.



### MARKETING PLANNING

Budgets are going to tighten, but competition is going to be fierce. That means it's more important than ever to get more out of your marketing dollars.



### OPERATIONAL STRATEGIES

How will your operations change? The new priorities of your guests will necessitate new thinking in all areas, from pools to restaurants to the spa.



### ASSET DEVELOPMENT

An image of a crowded bar or lobby, or even a phrase like "family-style dining," can give the wrong impression now. We'll ensure your photography, videography, and content reflect your key messages—and new social norms.

At Brown Marketing, hospitality is all we do. Led by 25-year industry veteran Heather Brown, our talented marketers, designers, and writers are ready to help your property stay ahead of trends, adapt along with the changing preferences of travelers, and thrive in the new normal.

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